Scope

L.A.

Saratoga

2/3/84

So cute it's almost obscene

packs studied - low priority

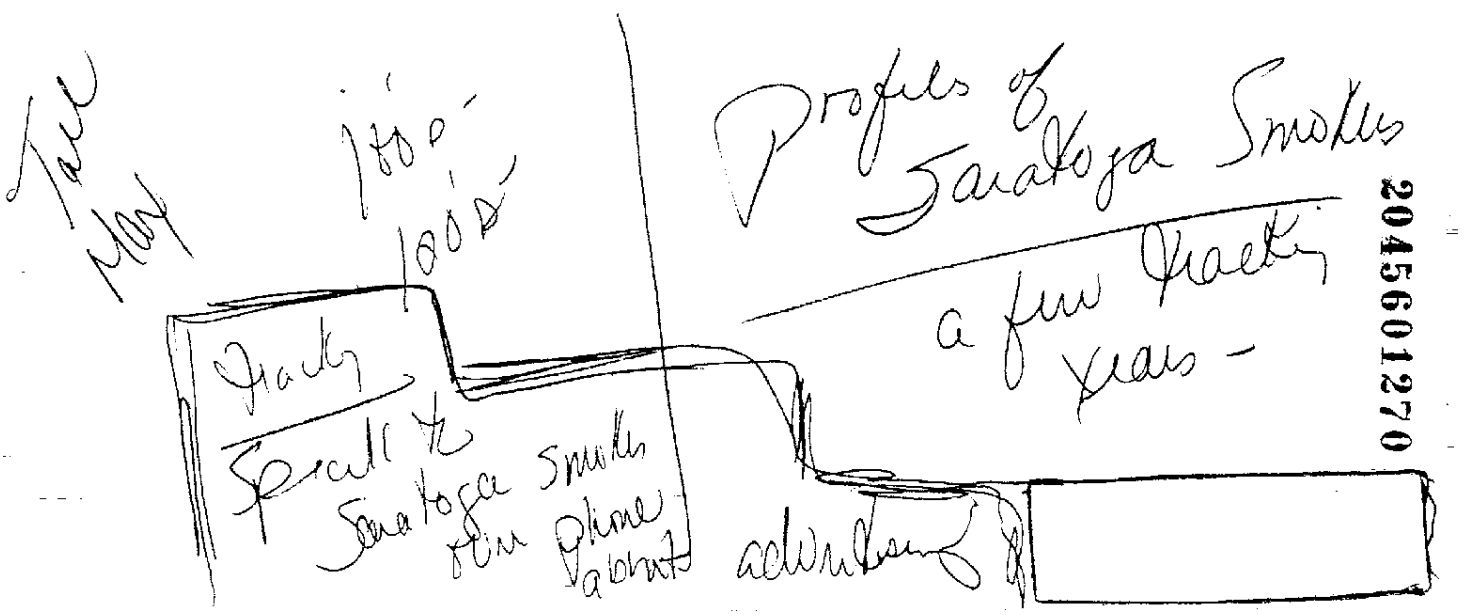
campaign & pack research

horizontal & vertical ½ pages.

magazine, Supplements, ROP (B&W)

female, older - 80% female

Women magazines mainly



Source: https://www.industrydocuments.ucsf.edu/docs/ztxj0004